ABSTRACT OF THE DISCLOSURE

A transcoder for resizing video data and outputting the resized video data to a reproduction apparatus. The reproduction apparatus reproduces the resized video data by repeating a display period and a non-display period alternately. The transcoder includes: a resizing unit that resizes the video data; and a control unit that causes the resizing unit to resize the video data to first video data having a first resolution so that the reproduction apparatus displays one image during each display period, and causes the resizing unit to resize, during each period between the resizing of the video data to the first video data, the video data to second video data having a second resolution that is lower than the first resolution.